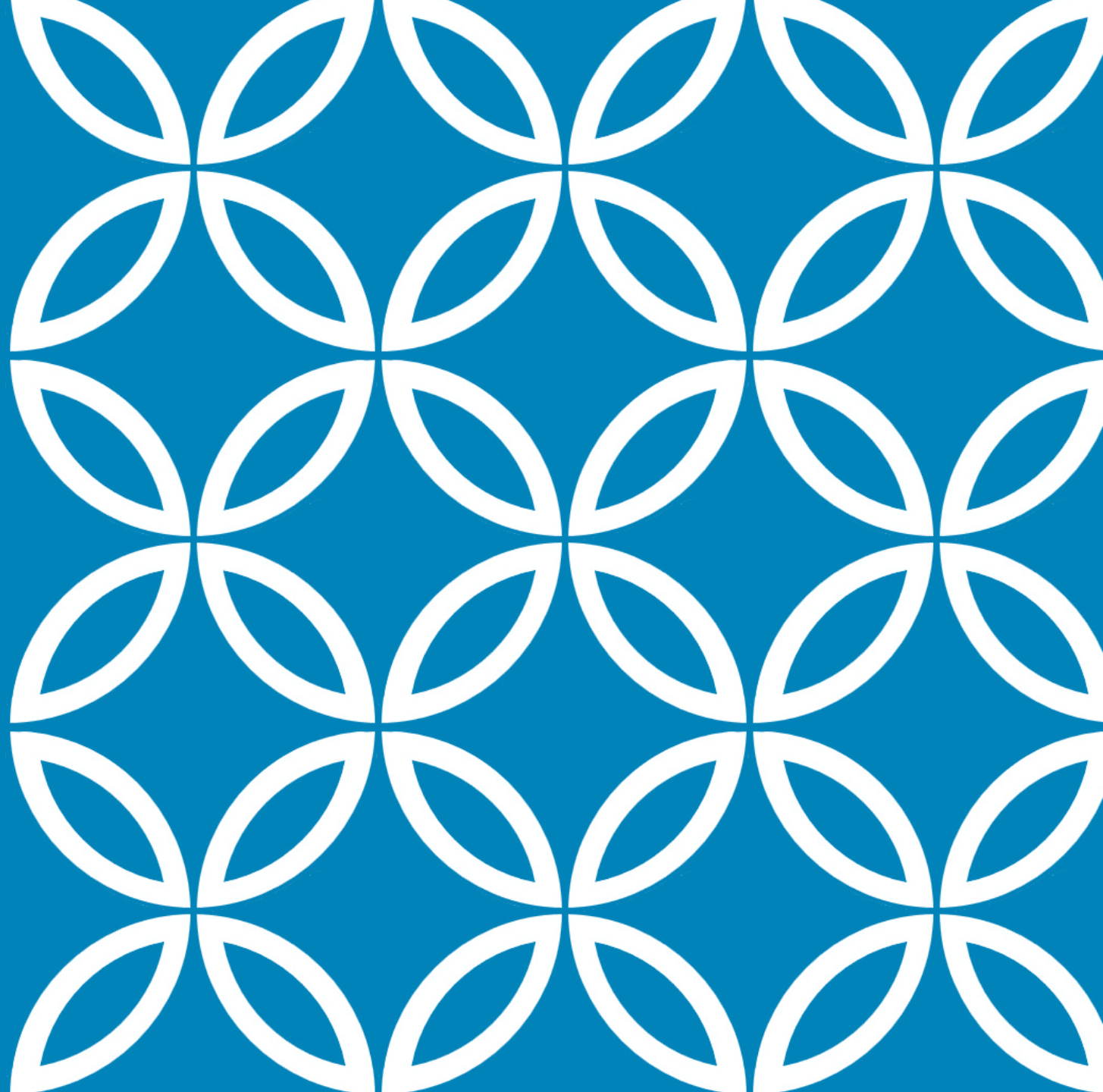




Optimus Alliance

INDIANAPOLIS REAL ESTATE

Investing
in the right place
at the right time





INDIANAPOLIS REAL ESTATE: AT A GLANCE

- #1 most stable real estate market in the country
- 12th largest metropolitan area in the U.S.
- Cost of living 20% below the national average
- 15% population growth over the last decade
- Ranked #5 city where you can live well on \$60k annual salary

TOP EMPLOYERS

Indiana leads the Midwest with the lowest unemployment rate.



TECH JOBS BY THE NUMBERS

#4 Best City for Women in Tech, 2017

#5 Forbes Top City for Tech Jobs, 2017

#9 Best Small Business City in America,
2017

According to CEO of Salesforce Marketing Cloud, Indy is “the best kept secret in the country“. Salesforce’s four towers can be found in Indy, NY, San Francisco, and London.

UIndy

IUPUI

INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS



College town where businesses and universities create rental demand

Labeled the best city for renters by Forbes

11% increase in rental rates over the past year

Indiana is one of the only states in which renters can deduct rent paid

UNIVERSITIES

INTERNATIONAL SPORTS HUB



PRESENTED BY:  PENN GRADE MOTOR OIL



INDIANAPOLIS 2012

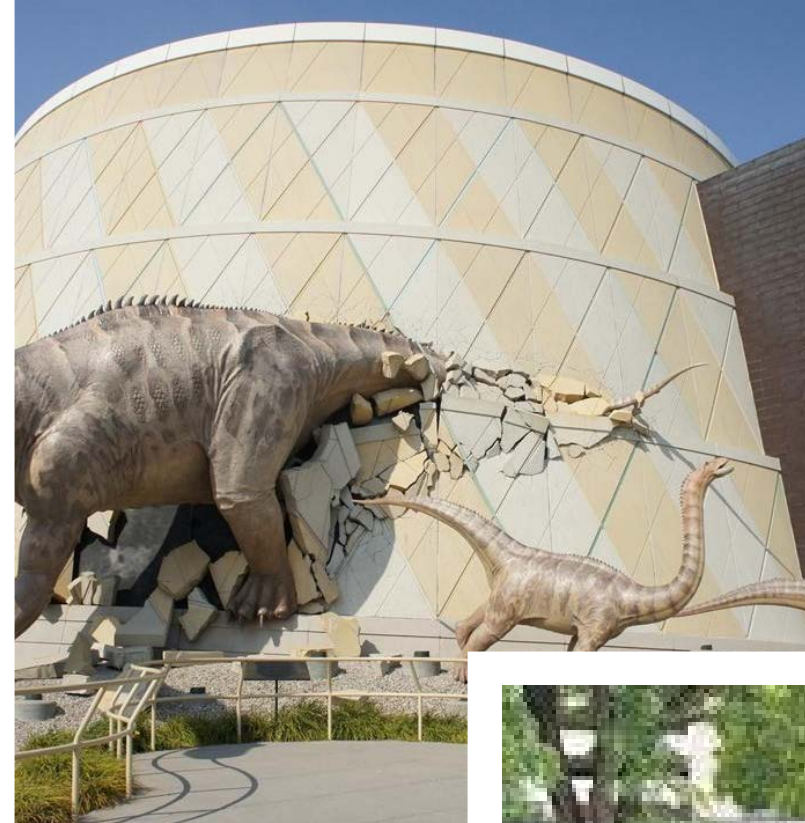


TRAVEL & TOURISM

Named among *Travel and Leisure's* top 50 best places to travel in 2017

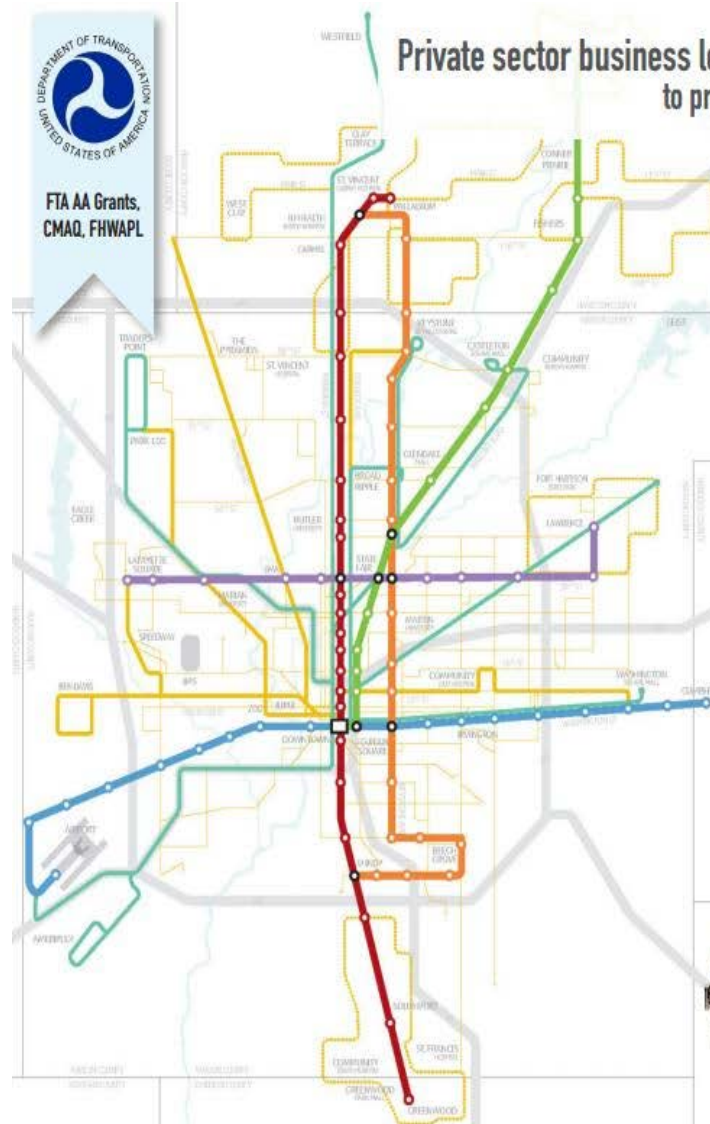
Recognized by *Conde Nast Traveler* as a top city to watch in 2017

Four record years of tourism



TRANSPORTATION

\$50 million grant for Rapid Bus Transit Line will increase property values and attract buyers and renters



Private sector business leaders have joined with the MPO, IndyGo, and CIRTA to produce the most comprehensive transit plan in Indy's history

INDY CONNECT : Phase One Hamilton & Marion Counties in 10 Years

- Doubles local bus service
- Express Bus between counties
- Circulator routes within communities
- Five (5) Rapid Transit Lines
- Vetted
 - Multiple rounds of public meetings
 - Most robust public outreach the City has ever had
 - Over 10,000 comments collected over three years of outreach (paid for by FTA AA Grants, CMAQ, and FHWA Planning Funds)



TRANSPORTATION

Indianapolis named the “most improved” bike friendly city in 2017. Bike trails in the city include:

- Indianapolis Cultural Trail
- MonoRail Trail
- Central Canal Towpath





UP & COMING IN INDY REAL ESTATE

Using it as a bus storage and maintenance facility, IPS has owned the former Coca-Cola Bottling plant near the corner of Massachusetts and College avenues for nearly 50 years.

After numerous attempts over the last 15 years to incorporate this unique and beautiful set of buildings into the fabric of the burgeoning Mass Ave district, it appears the planets have finally aligned. **Hendricks Commercial Properties' \$260 million redevelopment of the site with housing, retail and hotel space could begin before year's end.**

UP & COMING IN INDY REAL ESTATE

You might not know the name Market East, but you will soon be familiar with the Cultural District.

The completion of two anchor projects in 2017, 360 Market Square and the Cummins distribution headquarters, fills a significant gap in downtown brought about by the demolition of Market Square Arena 16 years ago.

A Whole Foods is slated for 360 Market Square, and a 21st century Museum Hotel is still being planned for the old City Hall at Alabama and Ohio streets.

Will there be an announcement this year about the Marion County jail leaving the district?



UP & COMING IN INDY REAL ESTATE

The South Street corridor has seen steady improvement since the completion of Lucas Oil Stadium in 2008.

The trend will continue this year with the next phase of City Way scheduled to start soon.



UP & COMING IN INDY REAL ESTATE

With no more coal going to the Perry K steam-generation plant, is this the year the city will take a serious look at the opportunity presented by the elevated rail line infrastructure on the south edge of downtown?





UP & COMING IN INDY REAL ESTATE

Once again in 2017, focus fell on areas west of the White River, stimulated in part by the Great Places 2020 initiative, renewed attention to the river, and growth at IUPUI.

Thanks to the Lilly Endowment, the Indianapolis Zoo opened its Bicentennial Pavilion, bringing improved public space and an engaging macaw exhibit to the zoo's collection of conservation-minded venues.

Additionally, new proposals will be released for the redevelopment of the former GM stamping plant.



UP & COMING IN INDY REAL ESTATE

Perhaps to its benefit, the northwest quadrant of downtown has been the slow-change district. Excitement will be renewed this year as major influences will come to bear.

IUPUI continues its advancement as an urban university, and the conversion of Michigan Street from one-way to two-way will advance its aspirations of becoming a pedestrian campus.

Signs of the modernization Indiana University Health will bring to the Methodist Hospital campus became evident in 2017.

And Phoenix Theatre's new building at Illinois Street and the Cultural Trail will add to the Stutz building to turn up the area's arts vibe.



UP & COMING IN INDY REAL
ESTATE

Can these forces combine to
give form to the kind of gritty
and authentic district downtown
needs?



Optimus Alliance